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Fostering Excellence in Business Communication
The Association for Business Communication (ABC) Newsletter

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ABC Newsletter Issue 13, Summer 2017

From the editor



Sky Marsen, ABC News Editor

Welcome to the Summer 2017 Issue

Dear ABC Colleagues,

I hope the mid-year has arrived smoothly for all of you! We have another packed issue with interesting news from ABC and our members. As we are preparing for the next annual conference in Ireland, here are some important award

The [Pearson Award for Innovation in Teaching with Technology](#) accepts nominations till June 30. Nominate yourself or a colleague by sending a letter to Lydia Musher at lmusher@rice.edu

The [Francis W. Weeks Award of Merit](#) acknowledges contributions to the profession and recognizes outstanding advancement in the discipline of business communication through an accomplishment. Nominations are due by July 1, and can be sent to Jim Dubinsky at exec_director@businesscommunication.org

The [Award for Distinction in the Practice of Diversity and Inclusion](#) celebrates and recognizes practices that foster community outreach and diversity/inclusion. It honors work outside the classroom, engaging a community that would be deemed non-dominant. The deadline for nominations is July 31.

The [ABC Graduate Student Travel Scholarships](#) are awarded to graduate students for travel to the annual conference to present papers on business communication research or pedagogical innovations. These scholarships award \$400 and applications are due by August 15. Please write to Matt Sharp at sharpm2@erau.edu

For researchers, the [C. R. Anderson Research Fund Award](#) applications are due by September 1.

The [ABC Rising Star Award](#) nomination deadline is September 15. This award is open to members whose membership at ABC is less than 10 years, and it recognizes significant contributions to the mission of ABC through service to the Association. Please send nominations to Matt Sharp at sharpm2@erau.edu

I hope you will consider applying for one of these awards or nominating a colleague.

I wish you have a productive and enjoyable summer or winter (depending on where in the world you are)!

From the President



Deborah Roebuck, ABC President

A few years ago, I was honored to meet a business executive by the name of Hyler Bracey. Hyler is past CEO and Chairman of the Atlanta Consulting Group and, for the past 30 plus years, he had been actively involved in transforming some of the world's greatest organizations such as UPS, McDonald's, Swiss Air Group, Coors Brewing, Dobbs International, Merrill Lynch, and the Center for Disease Control Foundation, to name a few. He has since retired but continues to be a nationally acclaimed consultant, author, and public speaker. I have been privileged to hear him speak and to read two of his books—*Managing from the Heart* and *Building Trust*.

Hyler truly practices what he preaches as I have interacted with him on several occasions. If he says he will call you at 2:00 p.m., he does! In one of our conversations, Hyler shared that when he was a young manager, just starting out, he did not communicate and interact well with others. Obviously, he did not have a Business Communication course in college! One day at work, he overheard some

overhearing that conversation, he made a pledge to himself to improve his communication skills, and his books share how he did that.

Another story Hyler often shares is the Story of the Five Coins, which directly relates the importance of feedback. Hyler believed his employees were not receiving enough ongoing feedback, so he started taking five coins and placing them in his right pocket. His goal for each morning would be to switch those five coins from his right pocket to his left pocket. The catch was that he could only make that switch if he provided positive feedback to five employees. It soon became a habit, which he did multiple times throughout the day.

I share about Hyler's gift of feedback because we need your feedback to make our organization even stronger. We're not looking only for positive feedback, though—we need your ideas regarding how we can do better and continuously improve our efforts to meet your membership needs. You have just received a survey, which will ask for your thoughts, ideas, and suggestions regarding our conferences as well as services and resources ABC can provide to our members. So please respond.

Also, while I'm asking for your help, please update your member profile on the website, if you have not done so. We are working diligently to make our website a source of great information, and your complete profile will help us provide relevant resources, allow you to connect with experts in diverse areas, and provide linkages among researchers.

On other fronts, I enjoyed attending both the Southwestern Regional Conference and the Western Regional Conference this past March. Both were exceptional with outstanding sessions, warm fellowship, and terrific food. At the Southwestern Conference, we even went to a dinner theater where the play was no less than "Driving Miss Daisy," which, of course, was close to my heart. The Western Regional Conference included a Student Writing and Oral Presentation Competition, where I was privileged to listen to the three finalists in two categories present to a

such wonderful memories of my time spent in Arkansas and Utah. BIG THANKS to Debbie DuFrene, Susan Jennings, and Laura Valenti (Southwest) and Marilyn Dyrud, Laurie Bott, Amy Bettridge, and Jennie Barber (Western) for their time and effort to provide such fabulous professional development opportunities!

Finally, I am excited to share that we had record submissions for our annual conference in Dublin, and we have more pre-conference workshops than we've had in the past. October will be here before we know it, and I hope you are already planning to join me in Ireland—it will truly be a breath of fresh air for all your mind, body, and soul.

As your ABC President, I am thrilled to work for each of you, our super board of directors, our exceptional RVPs, and our outstanding Executive Committee. My life is richer because of you and our organization.

Blessings,
Deborah

From the Executive Director



Jim Dubinsky, ABC Executive Director

The last three months have been exceptionally busy ones for ABC. Our 82nd Annual Conference in Dun Laoghaire (Dublin), Ireland, *ABC's first international conference outside of North America*, is shaping up to be a wonderful event. Jean Bush-Bacelis and Gail Cruise, our conference co-chairs, are putting the program together. Our silent auction co-chairs, Becky Morrison and Susan Schanne, are gathering special items for the auction.

This year our nonprofit partner is Suas Educational Development: <https://www.suas.ie/>. Suas is an international educational organization serving disadvantaged and under-resourced communities in Ireland, India, Kenya and Zambia. Their vision is "a world where all children and young people are given the opportunity to realise their full potential in life. Allowing them to go on to create positive change in their society." They believe in education as the means to help young people become literate, global citizens children.

I hope you will join all of us in supporting both Suas and our own graduate students. You can make a contribution to our nonprofit arm—the C. R. Anderson Foundation—when you register or, really, at any time. Of course, please consider responding to the calls for support from Becky and Susan.

Equally important, we held our annual election, and I want to again congratulate the following individuals whom you elected to office. They will begin serving their 4-year term on January 1, 2018. ABC will benefit from their knowledge and experience.

2nd Vice President

Geert Jacobs

Regional Vice President

Judith Ainsworth, Eastern United States

Directors-at-Large

Abram Anders

Laurie Bott

Janis Forman

Rudi Palmieri

demonstrated their commitment to ABC: Clark Barwick, Valery Chistov, Sandra French, Melvin Washington, Jennifer Veltsos, and McLain Watson. We deeply value and appreciate their time and energy. Thanks also to the Nominating Committee for nominating all these very capable people.

Finally, I hope you will consider the many awards we have available. Some of the calls for nomination have already gone out; a few more will circulate soon. You can learn more about them on our [website](#).

Sending my warmest regards.

Jim Dubinsky
Executive Director

ABC News

2017 Annual Conference in Dublin

The 2017 Annual ABC Conference is rapidly approaching. If you haven't registered yet, we invite you to do so [here](#) by September 1, to catch the Early Bird rate. Meanwhile here are some photos sent to us by Gail Cruise, to whet your appetite.





Award for Excellence in Communication Consulting

We invite nomination for this award sponsored by the Association of Professional Communication Consultants (APCC) in affiliation with ABC.

The award honors the impact of effective professional communication consulting on the corporate, government, and nonprofit worlds. The award also acknowledges the contribution of communication consultants to the ABC community.

time consulting. Student projects completed as coursework or as a degree requirement are not eligible. Projects completed as “work for hire” must produce permission from the owner to be submitted.

APCC sponsors one award per year for projects developed within three years of the award year (e.g., a project completed in 2014, 2015, or 2016 would qualify for an award in 2017). The award will be presented during the 2017 ABC international conference in Dun Laoghaire, Ireland (October 18-21, 2017). The winner is invited to attend, although he/she does not have to be present to accept the award.

The winner will receive a check for \$1,500, a free registration to the 2018 ABC international conference, and an opportunity to present the project at that conference. The winner will also be invited to be a member of the 2018 award evaluation committee. APCC may present the award in one of three categories: writing, training, and electronic media.

Deadline for nominations is July 1. More information is [here](#).

The 15th Asia-Pacific ABC Conference

On June 10, the Opening Ceremony of the 15th ABC Asia-Pacific Conference was held in The Hong Kong Polytechnic University (PolyU) with registered participants of over 110 people coming from three continents and countries including People’s Republic of China, Japan, Hong Kong, Korea, Taiwan, Thailand, Singapore, U.S., Netherlands, and South Africa. The theme of this year’s conference was ‘Business Language and Communication in the Age of Digitalization and Glocalization.’ The conference program included three workshops, seven key note speeches, panel discussions, and over 80 individual paper presentations.



Group Photo at the Opening Ceremony on June 10, 2017 at PolyU, Hong Kong (photo Joe Chan)

At the Opening Ceremony, Prof. Chetwyn Chan, AVPL (TL) presented a welcome speech. In his speech, he applauded the conference organizer's efforts to hold a conference at PolyU that intellectually and professionally connected the best of minds among academics and practitioners from the business and language-related communication fields. In his view, this conference program pitches at a wide range of conceptually sound and empirically tested research insights, cross-cultural business norms and practices in a vastly digitalized and glocalized business market environment.



Welcome Speech by Prof. Chetwyn Chan
(photo Joe Chan)

Representing ABC, Executive Committee member Dr. Bertha Du-Babcock delivered the opening ceremony speech by sending her greetings in Cantonese, Mandarin, and English to reflect the Hong Kong's bilingual language policy of "biliteracy and trilingualism or liang wen san yu 兩文三語".

A highlight of the conference were the seven keynote speeches by **Yunxia Zhu**, Associate Professor in

Kent, School of Advertising & Public Relations, College of Communication & Information, University of Tennessee Knoxville, USA, **Chen Xianhong**, **Yunquan Yu**, **Fei Wu**, Professor and Dean of the College of Media and International Culture, Zhe Jiang University, **Michael B. Goodman**, Regional Vice President, Eastern Region of ABC & Founder and Director of CCI (Corporate Communication International) Professor at Baruch College, The City University of New York, and **Lily Agonoy**, Managing Director of BCD Travel Hong Kong.

Southwestern Conference in Little Rock

The ABC Southwest U.S. conference was held in conjunction with the Federation of Business Disciplines (FBD) in Little Rock, Arkansas, March 8-10. **Laura Valenti** from Nicholls State University served as program chair. Also contributing to the success of the event were other conference officers including **Susan Jennings**, Stephen F. Austin State University; **Kathryn O'Neill**, Sam Houston State University; **Kelly Grant**, Tulane University; and **Gerald Plumlee**, Southern Arkansas University. The program included presenters from Arkansas, Georgia, Kentucky, Louisiana, Minnesota, Oklahoma, and Texas. **Carol Wright**, Stephen F. Austin State University, served as editor of the conference proceedings, which attendees received on CD. In addition to a Thursday evening reception, attendees enjoyed dinner and a stage production at a local dinner theatre.



ABC-SWUS 2018 Conference officers (l-r), Kayla Sapkota, Kelly Grant, Carol Wright, Susan Jennings, Danica Schieber, Laura Valenti, Debbie DuFrene

The ABC executive committee held their mid-year meeting in conjunction with the conference. In attendance were Deborah Roebuck, president; Lisa Gueldenzoph-Snyder, first vice-president; Marcel Robles, second vice-president; Bertha Du-Babcock, immediate past president; and Jim Dubinsky, executive director.



ABC Executive Committee in attendance at ABC-SWUS conference (l-r): Lisa Gueldenzoph-Snyder, Bertha Du Babcock, Marcel Robles, Deborah Roebuck, Jim Dubinski
(photo Debbie DuFrene)

Program chairs and award recipients were recognized at the FBD awards dinner, along with those from the eight other participating organizations in the federation. The ABC Southwest U.S. distinguished paper award went to Jon Croghan and Tammy Croghan from Northwestern State University for their paper entitled "Improving Performance Evaluations: The Role of Interpersonal Communication, Message Strategy, and Age." Susan Jennings from Stephen F. Austin State University was recipient of the FBD Outstanding Educator Award for ABC-SWUS. Judith Biss, from Stephen F. Austin State University, received the Marlin C. Young Outstanding Teacher Award for ABC-SWUS and was recognized with a plaque and monetary award at the group's annual business meeting held during the conference.



Tammy Croghan (c) and Jon Crogran (r), recipients of the ABC-SWUS

Distinguished paper, pictured with FBD executive director, Michelle McEacharn
(photo Debbie DuFrene)



Judith Biss, recipient of the Marlin C. Young Outstanding Teacher Award

(photo Debbie DuFrene)

Regional Research Award Named for Ray Lesikar

Members of the ABC Southwest U.S. region voted at their annual conference in March 2017 to name their research award for Dr. Raymond V. Lesikar.

Ray was a pioneer in the development of business communication as a discipline and an active member of ABC for many decades. As early as 1948, he was participating in regional meetings with business communication colleagues, as well as in meetings of the national organization, then called the American Business Writing Association.

Ray's career spanned years of remarkable change in the field and discipline of business communication. In a

reports in the 1950s that “came down hard” on business communication arguing it had no place in a business curriculum. As a result, many schools dropped it as a requirement. Ray devoted his professional life to changing that negative stigma, setting high standards for research and pedagogy for himself and challenging the rest of us to do so as well.



Ray Lesikar (Photo Debbie DuFrene)

In his many presentations at ABC conferences, Ray frequently reminded his audiences of our joint responsibilities to promote the profession and discipline of business communication: designing strong courses, selling what we do to our colleagues, conducting meaningful research, and keeping abreast of changing technologies. He also admonished us to keep, nurture, and treasure our ABC culture of friendliness.

Ray’s long teaching career including service to the following universities: Texas Christian University, University of Texas, Louisiana State University, University of North Texas, and University of International Business and Economics in Beijing, China. In addition to his participation at the international ABC level, he was a frequent presenter at our regional conferences in the Southwest U.S. and served in the various officer ranks.

The award will be given in alternating years to a deserving ABC member. “Naming our regional Outstanding Researcher Award for Raymond V. Lesikar is a fitting tribute to an

VP. "Ray greatly impacted how we think, practice, and teach."

Member News

Member Profiles

Ryan Fuller



Ryan Fuller

Ryan Fuller (PhD, UC Santa Barbara, 2014) is Assistant Professor of Business Communication at California State University, Sacramento, College of Business Administration. Currently, he teaches business communication, a required course for business administration majors. Prior to CSUS, he worked at the University of Arkansas, Little Rock, Department of Applied Communication. Ryan's research focuses on crisis management and conflict. Supported by a C.R. Anderson Research Fund award, Ryan and colleagues Ashley McNatt and Robert Ulmer developed a scale evaluating an organization's readiness before a crisis occurs. He has been a member of the Association for Business Communication since 2015. He serves on the Research Committee, and recently joined the Marketing and Membership Committee.

Ryan says: "I've appreciated the friendly climate of ABC conferences and efforts to support graduate students and junior faculty. The interdisciplinary reach and international

initiatives or platforms for taking on current events, translating research into practice, and discovering the needs of practitioners.”

Laurie Stokes Bott



Laurie Stokes Bott

Laurie Stokes Bott is Director of Business Communication at Utah Valley University (UVU). In addition to teaching, she manages the Business Communication program, the Woodbury School of Business (WSB) Writing Initiative, and the Writing Tutoring Lab. Laurie is academically and professionally experienced in various leadership roles. Prior to joining the WSB she served as Corporate Affairs Manager for Intel and Micron where she directed international corporate affairs and strategic business communications.

She has enjoyed a professional career in marketing and corporate communications and has served as Director of Marketing Communications for Sundance, Bonneville International Media Corporation, and has consulted for many regional profit and non-profit organizations. Laurie has been an ABC member since 2013. She currently serves on the ABC Conference Procedures Committee and is the director of the ABC Western Region Conference at UVU in 2017. Laurie was recently elected to the ABC Board of Directors as Director-at-Large incoming January 2018. We wish her every success in her new position.

Awards Conferred to ABC Members

We congratulate our member's success in winning these

Elizabeth Tuleja Fulbright Award Winner

Liddy Tuleja, University of Notre Dame, will be a Fulbright Scholar in China during the 2017-2018 academic year at Sichuan University in Chengdu. She will teach courses in intercultural communication and work with students on an ongoing research project called: Exploring Cultural Identity through Metaphor Analysis: Building Trust via Cultural Dialogue with Chinese University Students. [This is an activity where students use visual images to represent their culture and then write about what culture means to them. The basis for this creative learning tool is best represented by the saying: 百闻不如一见 Hearing a hundred times is not as good as seeing once.]

Obtaining a Fulbright grant has been Libby's lifelong dream as an educator, and she is both honored to receive the award and excited to represent Notre Dame in China. She looks forward to learning from her students in this cultural exchange, as well as continuing to study Mandarin in order to engage fully in the culture.

Rita Owens Graduate Teaching Award Winner

Rita Owens was honored to receive the Boston College Carroll School of Management's Coughlin Distinguished Teaching Award for graduate teaching. Rita was nominated by students and reviewed by the Teaching Committee. The award recognizes her outstanding evaluations in all aspects of teaching.

Communication By Design at VCU's School of Business

The **Communication by Design Team** was one of the five winners of the **Virginia Commonwealth University (VCU) School of Business** EPIC Challenge this year. In the EPIC Challenge, teams of faculty, staff and students compete for funding to support the School's strategic vision to "Drive the future of business through the power of creativity". Communication by Design won \$86,500 to assist the School of Business in its efforts to prepare

This team, a partnership between the School of Business and the Department of Theatre, proposed that they could help students towards this goal in four distinct ways.

The Creative Communication by Design team develops School of Business graduates to be great creative problem solvers who can sell their ideas to investors, colleagues, clients and customers,” said **Shannon Mitchell**, who's a member of Communication by Design and an ABC member.

The team opened presentation rehearsal labs and hired writing tutors to assist students in expressing their ideas in an engaging and effective way. They conducted field research with local businesses in order to strengthen the curriculum. Faculty development was made a high priority so that students are taught to think and communicate more creatively. Finally, the Communication by Design team piloted the Creative Communication Competition which awards cash prizes from the EPIC grant to students with the most creative and engaging presentations. VCU’s students will be better prepared to be creative and effective in the workplace because of this innovative partnership.

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